

10/21/14

Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 648337

Printed: 09/09/2013 4:51 PM

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Last Received: 09/09/2013 4:45 PM

Showing Buylines: All Lines

Station WCAV-TV CHARLOTTESVILLE VA
Advertiser () POLITICAL
Product MCAULIFFE FOR VA GOV
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/10/2013 - 09/16/2013
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () CHRISTIAN CAMBEIRO
Salesperson Phone# 202-955-5342
Salesperson FAX#

Sales Totals: 74 / \$5,915.00

Station Totals: 74 / \$5,915.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$19,081

CABL 0%
WVIR 64%

WAHU 3%

WBC 0%

WCAV 31%

WVAW 2%

Books null
Demos RA35+